

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
Thursday, September 20, 2012  
Taft Building Conference Room  
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Monica Yamada, Treasurer	CIM Group, LP
	Don Mushin, Secretary	Toyota of Hollywood
	Michael Gargano	Argent Ventures, LLC
	Chris Bonbright	Whitley Court Partners
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Lee Rierson	Shine America
	John Tronson	Tronson Investment Group
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Directors Absent	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Galo Medina	Comprehensive Financial Services
	Ron Radachy	Oasis of Hollywood
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Mitch O'Farrell	(Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
Guests	Mark Stephenson (director-elect)	Hollywood UMC
	Joseph D'Amore (director-elect)	Hollywood Commercial
	James Hayden	SEE-LA

## **I. Call to Order**

The meeting was called to order by Board President Frank Stephan at 4:08 p.m.

## **II. Open Forum**

James Hayden from SEE-LA, introduced himself to the board as the new Executive Director of the Farmers Market. Mr. Hayden said he looked forward to working with the board and the BID in the future.

Lynda Bybee provided the board with information on Measure J, which will appear on the November ballot. If passed, funds will be raised to expedite regional rail projects.

Frank Stephan gave a brief update on the status of Boulevard 6200.

## **III. Approval of Minutes**

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve the minutes from the Board's July 19, 2012 meeting. John Tronson abstained.

## **IV. Treasurer's Report**

**A. Approve Treasurer's Report for August 31, 2012:** Due to a delay in receiving assessment revenue detailed reports from the city, Monica Yamada reported that the staff is still reconciling the BID's accounts. There were some prepaid expenses for travel that had been spent in preparation for the upcoming IDA conference. Aside from these expenses, Yamada said the budget is still staying on track and there would be a reconciled budget available for the board's October meeting.

It was moved by **Chris Bonbright**, seconded by **Jan Martin** and CARRIED to approve the Treasurer's Report for August 31, 2012. Unanimously approved.

## **V. New Business**

**A. Report from Meeting with Michael LoGrande, Director of City Planning Department:** Kerry Morrison and Frank Stephan shared with the board the discussion they had with Mr. LoGrande during their recent meeting. Stephan said that LoGrande would like to create a task force to tackle CUP enforcement across the city. Both Morrison and Stephan asked if the BID could write a letter of support for the department to maintain its staff level, and to ask if the BID could fund an additional staff person to oversee the CUP enforcement efforts in Hollywood. The program would be funded through fees and fines. The board had several questions about the program, including when fees would be paid. Morrison asked if it would be ok to table the motion until she can speak with LoGrande again and try to obtain quantifiable information as to what the BID would need to ask for, and how specifically the program would work. Morrison said she hopes to have this info to the board by their October board meeting. A motion made by John Tronson was withdrawn.

## VI. Committee/Activity Reports

### A. Streetscape

**1. Status of Walk of Fame Repair:** Leron Gubler reported that the Walk of Fame repairs have begun in certain portions of the Boulevard. The repairs will commence at the northwest corner of Hollywood and Highland, in front of the Metro Red Line portal. This project will be broken up into two phases, with the first phase being completed by Thanksgiving, and the second delayed until after the Academy Awards. The total repaired area will go from the corner of Highland, to just in front of the Dolby Theater.

**2. Replacement Bus Benches for Gower/Hollywood:** Joe Mariani reported that there was a car accident which had destroyed the BID's two Victor Stanley bus benches at the corner of Hollywood and Gower. The staff has been working since the time of the accident to try and acquire the new benches. Due to the long lead time for production of the furniture, the staff had ordered the two replacement benches for a cost of \$3,214 and this will come out of the "Landscape/Street Furniture/Maintenance" account.

**3. Jacaranda Tree Planting:** Sarah Besley reported that she has been in discussion with Linda Siegel who is working with the City to help them remove the ficus trees in front of the new Vine Street Parking Structure. Presently the city has planned on only removing one of the three trees in front of the new structure, but there is an opportunity to remove the others. The City has not discussed any plans for replacing the trees. Besley asked the board if they would consider paying for the removal of the remaining ficus trees and planting jacarandas to replace the old trees. The cost would be approximately \$3,000, and could be paid from the "Landscape/Street Furniture/Maintenance" account.

It was moved by **John Tronson**, seconded by **Chris Bonbright** and CARRIED to approve that the board would pay for the removal of the existing ficus trees in front of the Vine Street Garage and replace the trees with jacarandas. Abstention: David Green

**4. Schedule to Repave Hollywood Boulevard:** Mariani had recently attended a meeting with the Council office and LADOT to discuss the repaving of Hollywood Boulevard from La Brea to Gower. Currently, LADOT is researching the feasibility of the project using "glassphalt" instead of regular asphalt. The Department is hoping to break the project up into three phases, with the first two sections done during the evening, and the last portion (near Vine Street) paved during the morning hours. The council office is also hoping to do the repaving on the last three Mondays in the month of October.

### B. Security Committee

**1. Civil Sidewalks:** John Tronson reported that City Council had recently approved a motion to conduct final research which would allow the city's ordinance to be changed, no longer allowing tour bus companies to sell/promote tours from the public sidewalk. Pending the research findings, a final motion would go before the Council in the near future. Morrison said the staff is also trying to work with the Council office to see how enforcement would be handled.

**2. BID Security Night Patrol:** Tronson, Morrison, and Mariani recently met with Captain Girmala to discuss the LAPD's request to have BID patrol out at night. Tronson shared with the board that the more the group discussed the idea it became evident that the use of BID officers at night was not the solution to the problem. In an effort to work with the Captain and the Department, Mariani put together a spreadsheet which showed the cost of a 13 week experiment to deploy either armed or unarmed officers in the district three nights a week. Chris Bonbright suggested having the nighttime establishments pay for the additional personnel. Morrison said that the group will be having a follow up meeting on October 3 to discuss other potential options and costs.

**3. Lavan vs. LA – Ninth Circuit Court Ruling:** Morrison reported to the board the latest ruling from the Ninth Circuit Court, related to abandoned property on the public sidewalk. Morrison said that her fear is the ruling will spread to other parts of Los Angeles, similar to the Jones' lawsuit, which has impacted the way BID security and CleanStreet staff maintain the district. Morrison spoke with Jane Usher about the ruling. Usher said the City Attorney's office is considering an appeal, and that the Board should draft a letter to City Attorney encouraging him to go forward with an appeal. The BID consortium is also working on a letter requesting the City Attorney appeal the Court's decision. Mariani showed the board photos of a recent case of abandoned property which occurred in the Sunset and Vine BID the prior week. Morrison said the staff is also reaching out to the Central City East Association to learn about their storage facility, as this may be an option for Hollywood in the future.

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve that the board would write a letter to the City Attorney's office urging them to file an appeal of the Ninth Circuit Court's recent ruling in the *Lavan vs. City of LA* lawsuit. Unanimously approved.

**4. Competitive Bidding Process – Security Contract:** Tronson said that after five years of using Andrews International as the BID's security contractor the committee has decided to bid out the contract. Tronson noted that Andrews has done an excellent job patrolling the district, but as a fiduciary responsibility to their stakeholders the committee felt it was time to seek requests for Proposals from other potential vendors. Tronson reviewed the proposed timeline with the board, and said that if all goes as planned the board would be voting to approve a contract at their November meeting.

## **C. Marketing and Communications**

**1. Visitor Guide 2013:** Morrison reported that the Visitor Guide has been given to 'Where Magazine' for production. There is still a week left for businesses to purchase a space in the map.

**2. Volunteers for 2012 Marketing Priorities/Projects Brainstorming Group:** Morrison asked that board member who were interested in participating in a brainstorming group for BID marketing project please let her know. The group will be meeting in October with Devin Strecker to discuss marketing initiatives for the BID. Volunteers included: Frank Stephan, Lee Rierson, John Tronson, and John Lyons.

## **D. Nominating Committee**

**1. Slate Announcement:** David Green said that he and the committee had interviewed those candidates who submitted applications for the BID board. As a result, the committee is proposing the following slate for election at the Board's November Annual Meeting:

Frank Stephan, Lee Rierson, Joe D'Amore, Mark Stephenson, and Drew Planting. These names were mailed to all property owners on September 13, 2012.

**2. Ratification of 2012 Modified Nominating Committee Process Schedule:** Morrison reported to the board that she had inadvertently let the date slip for initiation of the annual nominating process. Consequently, she enlisted the advice of Jeff Briggs to recalibrate the key deadlines in the process. The timeframe between each stage of the process remained intact (as stipulated in the bylaws) however the dates had been pushed back approximately one month. A revised calendar governing the 2012 nominating process was distributed for the board's review.

It was moved by **Chris Bonbright**, seconded by **John Tronson** and CARRIED to approve the ratification of the 2012 modified schedule guiding the Nominating Committee Process. Unanimously approved.

## **VII. Old Business**

**A. Carr Lawsuit:** Morrison reported that the lawsuit is moving forward, as all parties involved have now cross sued each other. There will be a deposition on October 2 where Besley will be representing the HPOA.

**B. Update on Parking Issues in Hollywood:** The Vine Street Garage is tentatively scheduled to open in early November. Morrison said that during a recent discussion with the City she and the Chamber had come up with some recommended rates for the LADOT board to consider. The structure is also trying to connect with a legitimate valet company who may be interested in using the lot for parking. As of this point, LADOT is also considering a potential validation program for nearby businesses.

On October 2, Morrison and the Chamber will be meeting with the parking district committee to continue the discussion of the potential future of some of Hollywood's parking assets.

There has been no word back from the City in regards to the parking meter time and rate adjustment. However, the Valet Ordinance should be going before City Council for approval in late September.

## **VIII. Executive Director's Report:**

**A. Upcoming Conferences:** Morrison shared with the board that Devin Strecker and Joe Mariani would be attending this year's International Downtown Association Conference in September, and that Morrison and Besley would be attending the California Downtown Association Conference in October. Morrison encouraged any board members who were interested in attending to join them.

**B. Social Services at Blessed Sacrament Fund Raiser:** Morrison invited the board to attend the October 4<sup>th</sup> fundraiser for the center which connects many of Hollywood's homeless neighbors with resources in the community.

**C. Presentation to LAHSA:** Morrison gave the board a preview of a presentation she would be showing to the LAHSA commission. The goal of the presentation is to help the organization, and the City, think differently about how to assist our most severely mentally ill homeless neighbors in Hollywood and the City as a whole. The board commended Morrison on her great work, and dedication to ending homelessness in Los Angeles.

**IX. Next Meeting:**

The next meeting was scheduled for Thursday, October 18, 2012 at 4 p.m. in Suite 802 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

**X. Adjournment:**

There being no further business the meeting was adjourned by Board Vice President Lynda Bybee at 5:45 p.m.